



full-line research, inc.

708 WALT WHITMAN ROAD
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FEB 4, 1993

TO: ANDREW SCHWARTZ

FROM: BARRY CHAIKIN

SUB: PORTLAND MARLBORO 40¢/84 OFF

ALL CARTON STORES
STATIC SAMPLE

PRE

DURING

POST

TOTAL WEEKLY
CARTON STORE
SALES - ALL
CIGARETTES (PACKS)

105,549

111,835

105,683

MARLBORO WEEKLY
CARTON STORE
SALES - (PACKS)

19,815

27,909

20,778

PACK STORES

TOTAL

MARLBORO

40,990

8946

38732

9359

2045044762

35511

7852

TOTAL STATIC SAMPLE

TOTAL

MARLBORO

146539

28761

150,567

37268

141194

28630